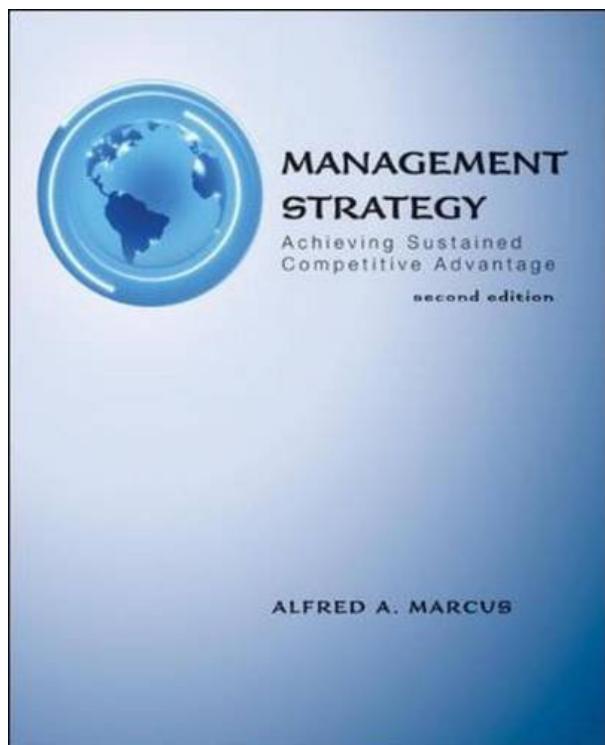


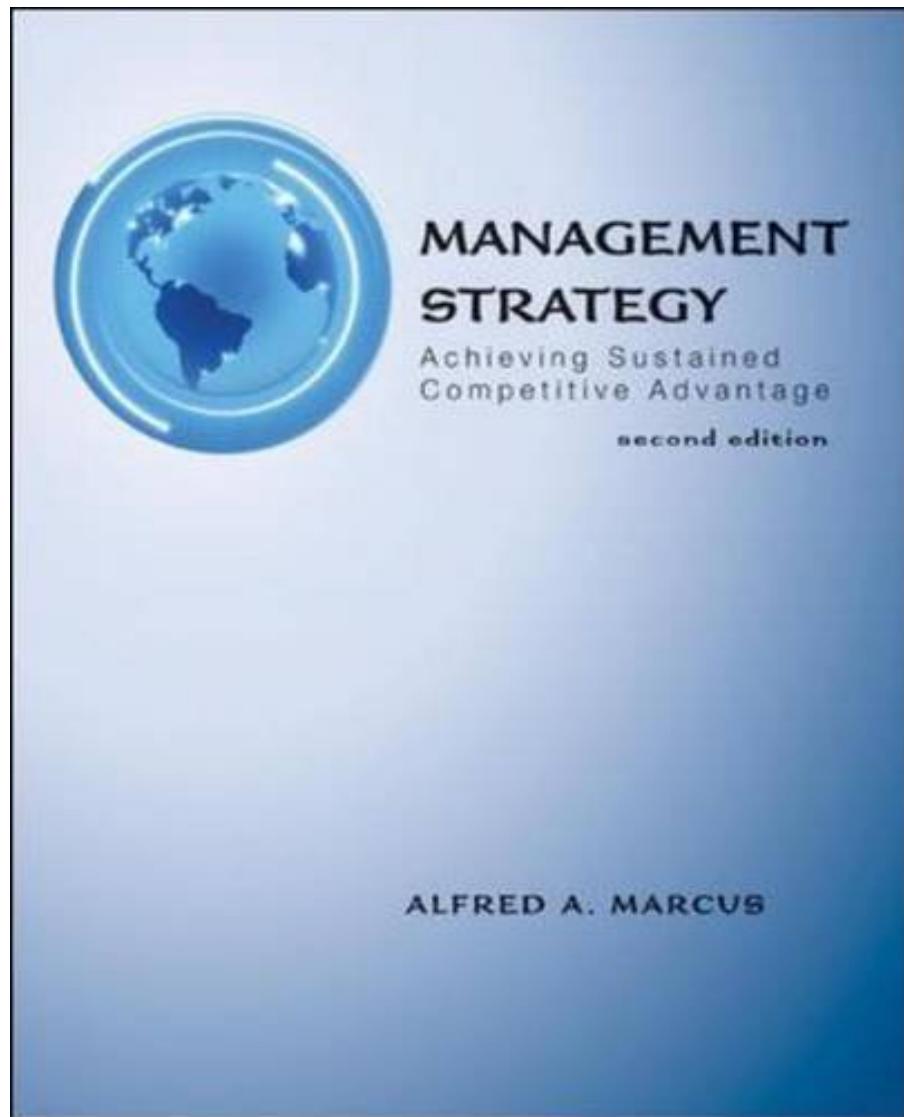
MANAGEMENT STRATEGY: ACHIEVING SUSTAINED COMPETITIVE ADVANTAGE

BY ALFRED MARCUS



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About the Author

Currently the Edson Spence Chair of Strategic Management at the University of Minnesota, Carlson School of Management. He has been on the faculty at Minnesota since 1984. His articles have appeared in the Strategic Management Journal, Academy of Management Journal, Academy of Management Review, and Organization Science among other places. He is the author or co-author of 10 other books. His PH.D is from Harvard and he has undergraduate and graduate degrees from the University of Chicago. Prior to the joining Minnesota's faculty he taught at the University of Pittsburgh Graduate School of Business and was a research scientist at the Battelle Human Affairs Research Centers in Seattle, Washington.

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